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CONSUMER TIME

NETWORK: NBC FISH Date: April 27, 1946

ORIGIN: WRC Time: 12:15-12:30 P.M. EST.

1. SOUND: CASH RESIGTER RINGS TWICE . . . MONEY IN TILL

2. JOHN: It's CONSUMER TIME!

3. SOUND: CASH REIGSTER . . . CLOSE DRAWER

4. ANNOUNCER: During the next fiteen minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available for the presentation of CONSUMER TIME, By the U. S. Department of Agriculture.

And here are Mrs. Freyman and Johnny.

5. FREYMAN: Today, Johnny ! . . as we announced last week . . . we're going to tell about fish . . .

6. JOHN: "Tell" about them, Mrs.Freyman?

7. FREYMAN: Yes . . how they're plentiful right now . . and how good they are for you!

8. JOHN: You mean. . "people should eat fishes . . because they're so nutritious" . . . Something like that?

9. FREYMAN: That's exactly it, Johnny! And I think we're going to hear some interesting ways of preparing seafood, too . . .

10. JOHN: Then let's go on with our story!

11. FREYMAN: Well , first of all . . the Department of Agriculture announces:

12: MAN: Throughout the country, right now, fresh and rozen fish are plentiful. We have on hand the largest April stocks in history. And the fishing season now opening looks like one of the biggest on record.

13. FREYMAN: Plenty of fish, Johnny! And you know what that means?

14. JOHN: What does that mean?

15. FREYMAN: It means that smart homemakers everywhere will take advantage of this abundant and nutritious food . . . Serve more fish. . . . and more kinds of fish . . l p in place of some foods which are now scarce.

16. JOHN: Why I should think that's being a smark cook, Mrs. Freyman . . .

17. FREYMAN: Yes, and it's more than that, too . . because when we make use of foods which are plentiful . . . we make it possible for other foods to be shipped to hungry people overseas . . .

18. JOHN: Of course! And just why is it that fresh and frozen fish are so abundant on the market right now, Mrs. Freyman?

19. FREYMAN: The experts tell us:

20. MAN: One reason this year's fishing season promises to be one of the largest on record . . is that there are a lot more boats available to fishermen than before the war. Many boats suitable for fishing had to be built during wartime, and in addition to that, the armed forces have made available to fishermen great quantities of boats and equipment. America's fishing fleet is now far larger than before the war. Also, we're importing large quantities of fish from Canada, Newfoundland, and Iceland.

21. FREYMAN: And that . . . in a word . . . is the main reason why you'll find all the fresh and frozen fish you want at your market during the coming months. Incidentally, Johnny . . . I think we're very unimaginative, in this country, about the <u>kinds</u> of fish we buy . . . and the ways we prepare them.

22. JOHN: I'm a fried-fillet-of-sole man, myself, Mrs. Freyman.

23. FREYMAN: That's exactly what I mean. We get used to one kind of seafood . . . and one way of fixing it . . and we just don't try any other.

24. JOHN: I'm perfectly content with fillet of sole . . .

25. FREYMAN: But listen, Johnny . . . do you realize there are about 150 different kinds of salt-water fishes that you can buy in America?

26. JOHN: A hundred and fifty?

27. FREYMAN: Yes . . . and sixty different kinds of fresh water fish . . ?

[illegible]. To say nothing of the twenty kinds of shellfishes?

28. JOHN: Quite a lot of kinds of fish, Mrs. Freyman.

29. FREYMAN: Of course! And how many do you suppose you've tried?

30. JOHN: Well, I just stick to fried-fill ------

31. FREYMAN: Yes, I know. No imagination. What for instance -- would Queen Elizabeth have thought of you, I wonder!!!!

32. JOHN: Whatever brought Queen Elizabeth into this?

33. FREYMAN: Oh, I was just thinking. I remember my history book said . . . that at one meal . . . the famous English queen would ask for servings of salmon, pike, haddock, whiting, sturgeon, carp, eel, lobster, perch, sole, redfish, smelt, porpoise . . . oh, and several other kinds of fish. . .

34. JOHN: At one meal?

35. FREYMAN: So they say!

36. JOHN: Well, look now, Mrs. Freyman . . . that's overdoing it just a little . . . I mean . . .

37. FREYMAN: I'm simply trying to make the point, Johnny . . . that we can be a lot more original in the ways we cook fish, and the kinds we buy.

38. JOHN: Consider your point made, Mrs. Freyman;

39. FREYMAN: Not yet!

40. JOHN: There's more?

41. FREYMAN: Certainly.

42. JOHN: I'm all ears . . or should I say "all gills."

43. FREYMAN: For instance, Johnny ! . . have you every tasted razor clams . . or baby squid . . . or steamed mussels?

44. JOHN: Can't say that I have . . .

45. FREYMAN: Or giant sea snails . . . or sea urchins?

46. JOHN: No ma'am!'

47. FREYMAN: Well, maybe you wouldn't like them. . . maybe you would. But there are all kinds of delicous and delectable seafood dishes, when you start experimenting around.

48. JOHN: But these are mostly for people who live on the seacoast, or near the lakes . . . aren't they, Mrs. Freyman?

49. FREYMAN: Not necessarily . . . because of modern methods of frozen storage transportation. If you don't find many varieties of seafood at your local market . . . it's simply because you haven't been asking for amything but . . .

50. JOHN: Fillet of sole!

51. FREYMAN: Yes! Now Johnny . . . comes a very important point.

52. JOHN: What's that.

53. FREYMAN: Well, we've said why fish is so plentiful right now. And we've talked about h w, if you shop around, you can find many different kinds of seafood . . which are delicious! Now . . right in line with these two points . . . is the fact that seafood is so good for you!

54. JOHN: Full of vitamins, eh?

55. FREYMAN: And minerals, And fats. And they're a very rich source of protein?

56. JOHN: Is that so!

57. FREYMAN: Yes, you know that an average serving of fish . . . or shellfish ... will give you your daily requirement of animal protein. And right now, I want to say something about shrimp.

58. JOHN: Very well, Mrs. Freyman.

59. FREYMAN: Shrimp, and oysters and crabmeat . . . have nearly as much calcium, five times the amount of magnesium, and more phosphorus . . . than an equal weight of milk!

60. JOHN: Imagine that!

61. FREYMAN: What's more, they're particularly rich in iron, copper, and iodine.

62. JOHN: In other words, they keep your diet from being de-fish-ent . . .

63. FREYMAN: I get in Johnny. Now you take a simple thing like the oyster . .

64. JOHN: What kind of a noise annoys one, Mrs. Freyman?

65. FREYMAN: That kind of noise, Johnny. Now oysters rank second to liver, as an important source of iron. Did you know that? They're very valuable for prevention of nutritional anemia. And oyster stew made with milk . . . is a nearly perfect food, for it contains about the right proportions of the various substances needed in an average serving of food.

66. JOHN: What about the vitamins in seafood, Mrs. Freyman?

67. FREYMAN: Plenty of 'em, Johnny!!!!! Vitamin B and Vitamin D are two of the most important. Codliver oil . . . sardine oil . . . salmon oil . . . halibut-liver oil . . . are some of the richest known sources of Vitamin D.

68. JOHN: That's the vitamin that helps prevent and cure rickets, isn't it?

69. FREYMAN: Yes . . it's a very important one. These oils are also rich in Vitamin A.

70. JOHN: I see . . .

71 FREYMAN: Incidentally, back about the year 1620, when the Puritans were landing at Plymouth Rock . . . Frenchmen were fishing on the Grand Banks off Newfoundland for cod . . and taking the codliver oil back to France to give to children.

72. JOHN: Codliver oil since 1620!!!

73. FREYMAN: Oh, it was longer ago than that, Johnny . . . that people found out the value of fish liver oil. Now . . to go on with our story. In addition to containing so many vitamins and minerals and so much protein . . fish is an easily digested food . . . Nowadays, you know . . we don't get nearly as much exercise as our fathers and grandfathers . . . we're really better off not eating so much heavy food.

74. JOHN: Exercise. Like me. Walking from Studio A to Studio B.

75. FREYMAN: Yes, Johnny! People who don't take a lot of exercise, shoudln't eat as heavily as those who do. And seafood, . . . is very nutritious . . . as well as easily digestable.

76. JOHN: Well, now, Mrs. Freyman . . . all this talk about fish and shrimp and oysters . . . leads us right to the next part of our fish story.

77. FREYMAN: About how to select fish at your market.

78. JOHN: Yes . . Isn't it important to know which are good for baking, and which for broiling, and so on?

79. FREYMAN: Of course it is. For instance, if you want to have broiled or baked fish, you should choose Bluefish, sea bass, halibut, pollock, shad, or carp.

80. JOHN: Suppose you wanted 'em cooked whole in the pan?

81. FREYMAN: Some of the best fish for that are flounder, whiting, butterfish, and smallsize weakfish.

82. JOHN: And fish steaks?

83. FREYMAN: I'd choose cod or haddock . . . halibut or pollock for steaks, Johnny.

84. JOHNNY: I see . . .

85. FREYMAN: You know, when you're buying fish . . . if it's whole, with the head, tail, and fins on . . you should save those parts to be used in fish chowder, or in fish sauce.

86. JOHN: That sounds like a good suggestion . . .

87. FREYMAN: And it sort of goes along with our new policy, too, Johnny . . . of saving all kinds of food . . . making the best use of food . . and throwing away as little as possible!

88. JOHN: Even fish?

89. FREYMAN: Even fish! And now . . Johnny, remember this: When you buy fresh fish — be sure to keep it cool, until you're ready to cook it. If you buy forzen fish, when you're ready to cook it, put it in a tightly covered container in the least cool part of the refrigerator . . . and let it thaw out slowly. Frozen fish fillets and steaks may be cooked without thawing -- but you must allow extra time to cook it. In general — its best to thaw it first before cooking it.

90. JOHN: Of course you should make it a point to find out whether you're buying fresh caught fish, or fresh forzen fish, shouldn't you, Mrs. Freyman?

91. FREYMAN: Indeed you should. It makes a difference. Once frozen fish is thawed out — you can't re-freeze it. It's better to use it soon after it's thawed.

92. JOHNY How about soaking forzen fish -- to thaw it out?

93. FREYMAN: That's not such a good idea, because the water breaks the delicate cells, and some of the flavorful juic is lost.

94. JOHN: You know, come to think of it, Mrs. Freyman, wasn't fish one of the first foods to be quick-frozen commerically, because of its being so perishable?

95. FREYMAN: Yes, Johnny . . . and it's been a wonderful thing for consumers living hundres of miles inland! Because any time of year. . . they may have fresh frozen fish at an economical cost.

96. JOHN: And this is very important too, in the parts of the country which are far away from the sea, and where the iodine content of the soil is low. People need a certain amount of iodine every day . . . to keep healthy . . and when these people can eat seafood, they are getting a good source of iodine.

97. FREYMAN: That's very true, Johnny.

98. JOHN: I think it's interesting the way fish is frozen. You know the very minute the fishermen haul in their nets, the fish are packed in ice, in the hold of the ship. The ice is finely cracked, so the fish won't be bruised.

99. FREYMAN: Yes . . . and then as soon as the boat reaches the pier, the fish are rushed to the processing plant, for quick freezing, at way below zero temperatures . 1 . Then finally they're put in freezer storage, to be taken out when they're needed.

100. JOHN: It's important to remember, too, that usually whole fish are thawed out before they're sold. And packaged fish are sold while they're frozen.

101. FREYMAN: Yes, Johnny. Now a word about cooking fish. In general, the same rules apply which apply to cooking tender meat, It should be simmered . . . cooked slowly . . . in a moderate heat.

[illegible] Basic rules for fish cookery are few and simple . . . and many different kinds of fish can be prepared by the same recipe.

[illegible] : I'll tell you a fish dish, Johnny . . . that's good right now.

102. JOHN: What's that?

103. FREYMAN: Fish cakes. You mix two cups of flaked cooked fish with three cups of hot mashed potatoes -- with a little milk and salt. Mold it into flat cakes, and fry it slowly --- being sure, of course, to go easy on the fat, because it's scarce, and we have to save it! But in this dish, you're making good use of abundant fish and potatoes . . . and you'll be using less bread at that meal, too!

104. JOHN: So -- Mrs. Freyman . . . the idea is to think up new and different ways of preparing seafood . . .

105. FREYMAN: Of many different kinds!

106. JOHN: And now, for th benefit of our consumer listeners in many parts of the country -- here are the fish which are abundant during April and May.

107. MAN: In New England -- flounder, haddock, cod, whiting and rosefish will be plentiful.

108. JOHN: The Middle Atlantic States -- will have plenty of haddock, mackerel, shad, striped bass, clams, flounder and croaker.

109. MAN: In the South Atlantic and Gulf States -- red snapper, sea trout mullet and mackerel, will be plentiful.

110. FREYMAN: Housewives in the Great Lakes area will find pike, lake trout, sheepshead, yellow perch, and sea scallops on the market.

111. MAN: On the West Coast, there will be abundant supplies of rockfish, salmon, halibut, flounder, sable fish, shad, and barracuda.

112. FREYMAN: So -- ennoy more fish. and shellfish . . . this spring and summer.

113. JOHN: And now, Mrs. Freyman -- what's for next week, on CONSUMER TIME?

114. FREYMAN: We're having a special program, in honor of a very important week Johnny -- National Home Demonstration Week.

115. JOHN: What does this celebrate?

116. FREYMAN: Well -- you know what home demonstration agents are -- Busy -- active women -- all over the country -- who devote their time to helping housewives with modern, up-to-date methods of cooking, sewing, home decoration -- and other important aspects of homemaking.

117. JOHN: They travel from house to house, and see many hundres of people, don't they, Mrs. Freyman?

118. FREYMAN: Yes, and they form Home Demonstration Clubs, too, with all kinds of activities. It's an interesting story -- and a dramatic one! And we'll tell all about it next week.

119. JOHN: So friends, be sure to be with us then -- to hear the story of America's Home Demonstration Agents --

120: Sound; CASH R GISTER

121 ANNR. CONSUMER TIME!

122. SOUND: CASH REGISTER -- CLOSE DRAWER

123. ANNCR. CONSUMER TIME written by Christine Kempton and directed by Frederick Schneihker, is presented by the United States Department of Agriculture through the facilities of the National Broadcasting Company and its affiliated independent stations. It comes to you from Washington, D. C.

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